What is most important about the current P/V market?

- The P/V category is growing tremendously. With consistently new product ~~introductions~~ entries, the category has become the fastest-growing segment in the recent history.
- There is all indication that the category will continue to attract consumers.
- There has been decline in the negative perception of brands in the category. For an average smoker, (including both smokers) smoking a price value cigarette does not have any stigma. In some instances, it may be smart shopping to ~~especially~~ buy the ~~brands in~~ price value brands at a lower price.
- The category exhibits low brand loyalty (note: this is an opportunity for a new ~~one~~ entry like Bristol in this category).

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- ~~By and Large, there are two~~

- According to consumer perspective, by and large there are only two types of cigarettes: Higher priced (Full Margin) and Lower priced (Price/Value or P/S).

- The Sub-Generic category has grown ~~tremendously~~ and ~~has~~ created a viable "tier" for products like Pyramid, Mont Clair, Raleigh Extra, Bristol, Misty (possibly).

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Source: https://www.industrydocuments.ucsf.edu/docs/plwn0004

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2. From the consumer's perspective, what is most important about the product?

- Price is the most important factor for Bristol. It is the lowest priced product in the sub Generic category -- ~~lower than~~ lower than its immediate competition

- Not enough information in this area is available. We don't know if the consumers buy the product based on:
  - Product attributes
  - Product benefits
  - Brand Personality (Image or positioning)
  - Values associated with using the category/or brand.
- In future research, we should try to find out ~~that~~ ~~proper~~ possible segmentation for Bristol:
  - Demographics: age, income, sex, education, occupation, etc.
  - Composites based on demographic characteristics:
    - Lifestage ~~[illegible]~~
    - family life cycle
    - Social Class

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Source: https://www.industrydocuments.ucsf.edu/docs/plwn0004

- Reported habits and practices regarding the product (e.g. when they smoke Bristol - ~~is it all the time or~~ do they have two (or more) brands or Bristol alone.

- Category and brand awareness
- Consideration Frame
- Lifestyle
- Psychographics
- Psychological Needs
- Brand loyalty
- Commodity / Deal Sensitive
- Benefit seeking
- Purchase behavior
  - ~~Loads~~ Actual purchases -- brand, form, size, package
  - Price paid
  - Coupon/deal activity
  - Advertising

Note: All this information will be helpful in segmenting the market - from consumer perspective that will help us determine the consumer mindset.

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Source: https://www.industrydocuments.ucsf.edu/docs/plwn0004

3. How does the most important factor about the product differs from the competition?

Price

- Bristol is priced at the state minimum legal level which reflects a price difference of 50-60 cents compared to the competition in sub generic level.

5. What is the marketing objective for Bristol?

- Volume growth to 5 billion units in 1991.

5. What is the role of marketing elements in achieving ~~this above goal~~ this objective:

- Increase ~~trial~~ product trial
- Build repurchase (or loyalty).

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Source: https://www.industrydocuments.ucsf.edu/docs/plwn0004

4. Who should the marketing communication talk to?

In absense of definite demographics availability for Bristol, ~~it~~ as we should consider the sub-Generic category, which skews:

- Female (54%)
- white (94%)
- older (25-44-44% and 25+ - 95%)
- less educated (~~< $30,000 - 78%~~ (No college-64%)
- lower income (< $30000 - - 78%)
- C&D counties (64%)

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Source: https://www.industrydocuments.ucsf.edu/docs/plwn0004

7. How can the marketing objective be achieved for Bristol?

Sub-Generic

Since the category is growing tremendously, new entries are emerging in this category frequently either by new product introduction such as Misty, ~~or~~ Raleigh Extra or by downgrading the price through couponing of the existing products such as Sterling, Heritage etc.

Given this scenario, it is ~~imperative~~ that Bristol remains extremely focussed in its ~~first~~ second year of ~~existence~~. All the programs should be prioritize to achieve the best synnergy and better impact from the existing marketing dollars.

~~Bristol will have to focus~~ 2060207252

~~we will have to be focus~~

The following objectives will help in keeping Bristol focussed and thereby achieving the goals for 1991.

Source: https://www.industrydocuments.ucsf.edu/docs/plwn0004

I. Build brand identity -- provide consumers with value added message.

II. Build Awareness in order to achieve trial and institute programs to increase repurchase.

III. ~~Or~~ ~~Maximize~~ minimizing ~~awareness~~ Make an effort towards merchandising space and visibility constraints.

IV. Improve share and distribution in the market ~~by emphasizing expansion markets and trade~~ → by geographical region including expansion markets and trade class.

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Source: https://www.industrydocuments.ucsf.edu/docs/plwn0004

I. GOAL:

Build Brand Identity.

Discussion and Objective

The acceleration of new price/value brand introductions, coupled with heavy couponing for other price/value brands, has made the Sub-Generic category ~~has become~~ a very crowded place. ~~Up until~~ Until now the low price brands differentiated themselves from ~~full price~~ other brands primarily on the basis of price. ~~In the Sub-generic segment, Consumers bought products based on price alone~~ It appears that communication of low price is perhaps the most important factor in building brand identity in this category. However, ~~as time goes on,~~ to establish the long term category leadership, ~~with time~~ consumers will have to be offered good value as oppose to good price alone. 2060207254

Good Value = Good Price × Product-attribute or benefit which translates into quality.

Source: https://www.industrydocuments.ucsf.edu/docs/plwn0004

Both ~~for~~ Pyramid and Montclair, at the time of their introduction, emphasized good value. ~~There is Bristol, however, still enjoys the still has~~

→ Bristol, ~~however, has been effective with the U.S.P of "Everyday Low Price". for the Short term. In the long term~~ Bristol has been been successful in the market place by emphasizing the U.S.P of "Everyday Low Price". However, ~~in the~~ to be further successful, Bristol will have to expand from EDLP positioning to EDLP+ product attribute or benefit.

Strategy:

- Evolve a long-term "Good value" brand positioning for Bristol while reinforcing Bristol's position as the "Every Day Low Price" brand. ~~Associate Bristol with~~

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Source: https://www.industrydocuments.ucsf.edu/docs/plwn0004

Action Plan:

- Investigate consumers' motivation (other than price) in purchasing a sub-generic brand like Bristol. Couple that motivation with the ~~Everyday~~ EDLP should outline Bristol's positioning.
- Develop competitive advantage by associating Bristol with

Source: https://www.industrydocuments.ucsf.edu/docs/plwn0004

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